

Circulation Statement

For Six Month Period Ending June 2022

Publisher's Statement of Circulation For Six Month Period Ending June 2022

Impressions Magazine

EmeraldX
100 Broadway, 14th Floor
New York, NY 10005

Field served

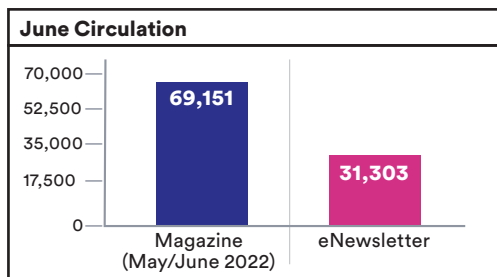
Impressions serves textile screen printers, embroiderers, promotional products distributors, digital decorators (direct to garment, digital transfers, sublimation, inkjet, thermal, etc.), digitizers, apparel or equipment manufacturers, apparel or equipment distributors and others allied to the field.

Definition of recipient qualification

Qualified recipients are owners/partners, company executives including president/CEO/VP, managers/directors, buyers and others related to the field.



Impressions Magazine, Established 1977



Qualified Circulation	Total Qualified Non-Paid	Percent	Print Only	Digital Only	Both Print & Digital
Individual Subscribers	69,151	100%	14,350	47,151	7,650
Sponsored Individually Addressed	-	0%	-	-	-
Membership Benefit	-	0%	-	-	-
Multi-Copy Same Address	-	0%	-	-	-
Single Copy Sales	-	0%	-	-	-
Total Qualified Circulation	69,151	100%	14,350	47,151	7,650

Non-Qualified Circulation	Copies	Percent
Other Paid	10	3%
Advertisers and Agency	264	73%
Trade Shows	-	0%
Promo/Other	86	24%
Total Non-Qualified Circulation	360	100%

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Profile of Print Edition Subscribers - May/June 2022 Issue

Primary Type of Business for the May/June 2022 Issue	Total Qualified Non-Paid	Percent
Textile Screen Printing	8,064	37%
Embroidery/Monogramming/Digitizer	5,416	25%
Promo Product Buyer/Ad Specialty	1,067	5%
Digital Decorator	4,657	21%
Retailer	1,767	8%
Apparel or Equipment Manufacturer or Distributor	99	0%
Graphic Artist/Designer, Sporting Goods Dealer/Buyer, and Others Allied to the Field	930	4%
Total Qualified	22,000	100%

Secondary Type of Business for the May/June 2022 Issue	Total Qualified Non-Paid	Percent
Textile Screen Printing	3,668	17%
Embroidery/Monogramming/Digitizer	6,135	28%
Promo Product Buyer/Ad Specialty	1,271	6%
Digital Decorator	3,893	18%
Retailer	2,589	12%
Apparel or Equipment Manufacturer or Distributor	654	3%
Graphic Artist/Designer, Sporting Goods Dealer/Buyer and Others Allied to the Field	3,790	17%
Total Qualified	22,000	100%

Title Breakout for the May/June 2022	Total Qualified Non-Paid	Percent
Owner/Partner	14,454	66%
President/CEO/VP	1,881	9%
Manager/Director	1,796	8%
Buyer	1,908	9%
Salesperson/Rep	1,156	5%
Others Allied to Field	805	4%
Total Qualified	22,000	100%

Geographic Breakout for the May/June 2022 Issue Geographic Region	Copies	Percent
New England	611	2.8%
Middle Atlantic	3,978	18.1%
East North Central	1,263	5.7%
West North Central	657	3.0%
South Atlantic	3,225	14.7%
East South Central	532	2.4%
West South Central	4,443	20.2%
Mountain	1,370	6.2%
Pacific	5,856	26.6%
US Possessions	65	0.3%
Total Qualified Circulation	22,000	100%

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Profile of Digital Edition Subscribers - May/June 2022 Issue

Primary Type of Business for the May/June 2022 Issue	Percent
Textile Screen Printing	27%
Embroidery/Monogramming/Digitizer	24%
Promo Product Buyer/Ad Specialty	3%
Digital Decorator	14%
Retailer	17%
Apparel or Equipment Manufacturer or Distributor	1%
Graphic Artist/Designer, Sporting Goods Dealer/Buyer, and Others Allied to the Field	14%
Total Qualified	100%

Secondary Type of Business for the May/June 2022 Issue	Percent
Textile Screen Printing	16%
Embroidery/Monogramming/Digitizer	26%
Promo Product Buyer/Ad Specialty	4%
Digital Decorator	15%
Retailer	15%
Apparel or Equipment Manufacturer or Distributor	4%
Graphic Artist/Designer, Sporting Goods Dealer/Buyer and Others Allied to the Field	20%
Total Qualified	100%

Title Breakout for the May/June 2022 Issue	Percent
Owner/Partner	52%
President/CEO/VP	8%
Manager/Director	12%
Buyer	14%
Salesperson/Rep	10%
Others Allied to Field	4%
Total Qualified	100%

Geographic Breakout for the May/June 2022 Issue Geographic Region	Percent
New England	1.9%
Middle Atlantic	18.1%
East North Central	3.2%
West North Central	1.6%
South Atlantic	13.8%
East South Central	3.2%
West South Central	13.1%
Mountain	4.3%
Pacific	37.2%
US Possessions	0.3%
Total US	96.8%
Canada	0.8%
Mexico	0.6%
Foreign	1.8%
Total Qualified Circulation	100%

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Average Qualified June Distribution Impressions eNewsletter	31,303
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Profile of eNewsletter Subscribers Based on June 2022 Survey

Apparel Decorator, Digital Decorator or Promotional Products Buyer of Decorated Apparel	93%
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Primary Type of Business	Percent
Textile Screen Printing	30%
Embroidery/Monogramming/Digitizer	22%
Promo Product Buyer/Ad Specialty	4%
Digital Decorator	22%
Apparel or Equipment Manufacturer or Distributor	1%
Retailer	15%
Other	6%
Total	100%

Secondary Type of Business	Percent
Textile Screen Printing	16%
Embroidery/Monogramming/Digitizer	24%
Promo Product Buyer/Ad Specialty	5%
Digital Decorator	29%
Apparel or Equipment Manufacturer or Distributor	4%
Retailer	15%
Other	6%
Total	100%

Title	Percent
Owner/Partner	59%
President/CEO/VP	8%
Manager/Director	8%
Buyer	13%
Salesperson/Rep	8%
Other	4%
Total	100%

PUBLISHERS AFFIDAVIT

We hereby make oath and say that all data set forth in this statement is true.

Joanne Wheatley
SVP, Marketing & Digital Operations
Date Signed, June 2022

 EMERALD